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Filing date: **11/19/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92044624
Party	Defendant The Brand Experience LLC
Correspondence Address	WAYNE V HARPER GREENBERG TRAURIG PA 450 SOUTH ORANGE AVENUE, SUITE 650 ORLANDO, FL 32801 UNITED STATES harperw@gtlaw.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Mark Schmidt
Filer's e-mail	mark@sunsafe.com
Signature	/mark schmidt/
Date	11/19/2010
Attachments	Trademark.doc_ Change of Legal Representation.doc_ Nov 19 2010.pdf ( 1 page )(75837 bytes )

Mark Schmidt  
Managing Partner

# The Brand Experience

To : United States Patent and Trademark Office  
Trial and Appeal Board  
From : The Brand Experience LLC  
Mark Schmidt, Managing Partner  
Date : November 19, 2010  
**Re : Change of Legal Representation & Change of Correspondence Address  
Cancellation No. 92044624**

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Pursuant to the phone instructions provided by helpful USPTO staff, I am notifying you of a formal change in legal representation for The Brand Experience LLC.

1) Effective immediately, The Brand Experience LLC revokes the representation of:

WAYNE V HARPER GREENBERG TRAUIG PA  
450 SOUTH ORANGE AVENUE, SUITE 650  
ORLANDO, FL 32801  
UNITED STATES  
[harperw@gtlaw.com](mailto:harperw@gtlaw.com)

2) The Brand Experience LLC will be self represented effective immediately. Mark Schmidt, Managing Partner, of The Brand Experience LLC, will be the primary contact. Correspondence details are:

Mark Schmidt  
The Brand Experience LLC  
1521 Alton Road, #8  
Miami Beach, FL 33139  
[mark@sunsafe.com](mailto:mark@sunsafe.com)

Thank you for your recordation of this. Certified by electronic signature below:

/Mark Schmidt/, 11/19/2010  
Mark Schmidt

## Certificate of Mailing

It is hereby attached that this **Change of Legal Representation & Change of Correspondence Address for Cancellation No. 92044624** is being deposited with the US Postal Service on November 19, 2010, addressed to the Hon. Commissioner of Trademarks, PO Box 1451, Washington DC 22313, marked certified mail return, postage prepaid.

/Mark Schmidt/